

DOANE UNIVERSITY COURSE SYLLABUS
Autumn, 2017

Course Info: BUS-101: Understanding the Environment of Business, 3 credit hours

Instructor: Vincent Le

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Office hours: by appointments (we can meet at Lincoln campus)

Purpose: BUS-101 fulfills the requirement for a Foundational Area of Knowledge (FAK) in Global and Cultural Contexts. This course will assure that students gain a greater understanding of the foundations of the modern world and interconnections of global cultures. Students may address complex questions about race, gender, nationality, religion, law, economics, business and/or politics in order to understand multiple cultural perspectives and will work to:

1. Understand the evolution and development of cultural frameworks in the context of historical, political, social, religious, economic and/or legal structures
2. Interpret intercultural experiences from the perspectives of more than one worldview and demonstrate the ability to appreciate other cultures beyond their own experience
3. Create a refined empathetic understanding of a multifaceted world

More specifically, this course focuses on how domestic and global environments impact business practices and outcomes in today's changing business world.

Intended Audience: Students completing an undergraduate degree.

Material: Required Textbook: *Contemporary Business*, 16th edition, by Boone and Kurtz. Wiley Publisher, 2014.

Required Technology: Because this is an online course, student must have a computer, reliable Internet connection, an Internet browser, and Microsoft Word software.

Description: A survey course that introduces the functional concepts of business in terms of economic systems, global markets, corporate social responsibility, and the importance of small business to the American business system. Although the functional areas of business will be the cores of the course, it is not intended to present those areas in depth. Instead, all functional areas will be addressed using a stakeholder lens allowing students to become familiar with how and why businesses operate the way they do. (*Doane University Catalog*). This is an online course with a one time face-to-face meeting at Lincoln campus. The whole course is run on Blackboard (BB) platform.

Outcome: In addition to the FAK student learning outcomes, students successfully completing this course will be able to:

1. Demonstrate a basic understanding of business activities and theories.
2. Define capitalism and explain the basics of how free markets work. Discuss the forces that affect trading in global markets.
3. Define and explain entrepreneurship, management, marketing, and financial terminologies, theories and concepts.

4. Discuss the importance of small business in the American and global economies.

Strategy:

To achieve the stated course outcomes and objectives, the combination of lectures, discussions, video clip, article, assignments, and tests will be used throughout the course, more specifically:

1. Weekly PowerPoint lectures will cover these learning areas: Business in a Global Environment, Starting and Growing Your Business, Management, Marketing Management, Managing Financial Resources.
2. Five discussions will be posted with specific topic related to the above learning areas.
3. Four assignments will be set up on BB with strong applications of textbook theories and concepts to the real business world.
4. An article analysis will be assigned to reinforce student's understand and application of basic business knowledge.
5. Two online multiple choices exams will be set up on BB to evaluate student learning progress, covering all assigned chapters.

Assessment:

Weekly assignments are designed to reinforce contemporary theories and policies. More importantly, all assignments have strong applications to the real world. Assignments are due and submitted through BB in Assignments tab as an attached file. An Assignment Instructions file is posted on BB in Course Resources tab. No late, emailed, pasted, or hard copy assignment will be accepted. Students have at least two weeks to complete assignments.

Weekly discussion topics will be posted on weekly discussion forums for student to respond. Topics will focus on how students would expand their thoughts to the real world on current business issues or principles. Discussion postings cannot be late and must be written in formal language and style. A Discussion Instruction file is posted in Course Resources tab. Students are required to post, at the minimum, two responses on discussion boards each week. More specifically, your 1st response to my original discussion topic/question is due by 11:59PM on Wednesday. Then you should stop and do not post your 2nd response right away, at the same day. Your 2nd (or 3rd if you'd like) responses to your classmates are not due until 11:59PM on Sunday. So please make sure you reply to my post first (by the end of Wednesday), take a break, read other postings to see which ones you want to reply to, and then reply to your classmates next days or by the end of the week.

Both exams will be online and set up in Assignments tab and have the multiple choices format. Exams are force completion (1 attempt only without breaks). Exam Review and Instruction files will be posted in Course Documents tab.

Grading Components:

6 Assignments @ 30 points each =	180 points
6 Discussions @ 20 points each =	120 points
2 Exams @ 100 points each =	200 points
Total =	500 points

Policy:

Grading Scale:

97-100% = A+	87-89% = B+	77-79% = C+	67-69% = D+
94-96% = A	84-86% = B	74-76% = C	64-66% = D

90-93% = A-
Below 60% = F

80-83% = B-

70-73% = C-

60-63% = D-

Since this is an online course, which allows students to study materials and submit their works whenever and wherever they would like, late works are not accepted. There will be no make-up works either. All due dates and times are on Schedule.

The Doane University Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others' ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of undergraduate studies. Cheating, plagiarism, and other forms of academic dishonesty will result in an F for the course automatically. Please read Doane University's policy regarding academic dishonesty outlines in the student handbook.

Students are encouraged to contribute and share their opinions, ideas, and thoughts to class in a professional manner. All course communication between the instructor and students must be through the use of your Doane email address. Students with special needs and assistance, please contact me right away at the beginning of the term.

SCHEDULE

A week study starts on Monday morning and ends at Sunday night.

Date	Weekly Activity and Workload	Points
Week 1	Study Chapter 1 Lecture, Read Chapter 1 Post Week 1 Discussion 11:59PM on Wednesday Submit Week 1 Assignment by 11:59PM on Sunday	30
Week 2	Study Chapter 3 Lecture, Read Chapter 3 Post 1 st Response by 11:59PM on Wednesday Post 2 nd Response and Submit Week 2 Assignment by 11:19PM on Sunday	50
Week 3	Study Chapter 4 Lecture, Read Chapter 4 Post 1 st Response by 11:59PM on Wednesday Post 2 nd Response and Submit Week 3 Assignment by 11:19PM on Sunday	50
Week 4	Study Chapter 6 Lecture, Read Chapter 6 Post 1 st Response by 11:59PM on Wednesday Post 2 nd Response and Submit Week 4 Assignment by 11:19PM on Sunday	50
Week 5	Study Chapter 7 Lecture, Read Chapter 7 Post 1 st Response by 11:59PM on Wed and 2 nd Response by 11:19PM on Sunday. Complete and Submit Exam 1 by 11:59pm on Sunday	120
Week 6	Study Chapter 10 Lecture, Read Chapter 10 Post 1 st Response by 11:59PM on Wednesday Post 2 nd Response and Submit Week 6 Assignment by 11:19PM on Sunday	50
Week 7	Study Chapter 11 Lecture, Read Chapter 11 Post 1 st Response by 11:59PM on Wednesday Post 2 nd Response and Submit Week 7 Assignment by 11:19PM on Sunday	50
Week 8	Study Chapter 15 Lecture , Read Chapter 15 Post Feedback and Reflection by 11:59PM on Sunday Complete and Submit Final Exam by 11:59pm on Sunday	100